

<b>Position Title</b>	<b>Marketing Assistant</b>
<b>Status</b>	<b>Permanent Full Time</b>
<b>TEC Position Number</b>	<b>TEC_PD_1004</b>
<b>Payroll Position Number</b>	<b>70100353</b>
<b>Employment Agreement</b>	<b>SCEC Certified Agreement</b>
<b>Classification Level</b>	<b>2</b>
<b>Department</b>	<b>Program Department</b>
<b>Version</b>	<b>Version 1</b>
<b>Date last reviewed</b>	<b>August 2022</b>

## THE EVENTS CENTRE

The Events Centre is the Sunshine Coast's premier performing arts venue and hosts a range of entertainment events, cultural events, meetings, recreation and commercial activities and opportunities for the local community and visitors to the Sunshine Coast.

The Events Centre is operated by The Sunshine Coast Events Centre Pty Ltd, an independent venue management company owned by Sunshine Coast Council.

## PRIMARY ROLE

The role of the Marketing Assistant is to provide support to the marketing team and assisting with the development and coordination of the centres marketing initiatives.

The Marketing Assistant position reports to the Program Manager. The Program Department is The Events Centre's front line for customer service activities including venue bookings, cultural programming, marketing, audience development, volunteer management, ticketing, client relationships, Box Office and Front of House services for all shows, events and functions held at The Events Centre.

## KEY RESPONSIBILITIES

- Assisting in developing and implementing marketing and communication strategies to support the Company's performing arts programs and corporate event marketing
- Contribute to the Centre's social media presence including creative content and data analysis
- Preparing and distributing promotional material and assist with developing marketing collateral
- Provide and assist with all digital marketing including the preparation of EDM's and website maintenance
- Collate and prepare analytic findings from market research and customer questionnaire feedback

## KEY ACCOUNTABILITIES

The incumbent will be accountable to the Marketing Coordinator for the following:

- Assist in implementing efficient marketing initiatives that support and develop the Centre's programs, commercial and community events
- Creating and drafting content, copywriting and scheduling posts for all social media channels
- Preparing marketing collateral and promotional material including posters and flyers
- Assist in preparing and developing targeted EDM's and customer surveys for the Centre's events and promotions
- Monitoring and updating the Centre's website using WordPress

- Ensuring a high level of customer service to both internal and external stakeholders and carry out specific projects as directed
- Assist with customer service, box office sales and some other administration tasks
- Work effectively as a member of the Program Department

*NOTE: An employee may be directed to carry out such duties as are within the limits of the employee's skill, competence and training.*

#### WORKPLACE HEALTH & SAFETY

It is a condition of employment that the incumbent understands and performs all duties in accordance with workplace health and safety legislation, as well as related TEC policies.

It is also a condition that the incumbent makes a commitment to working safely and being fit for work by managing risks, following procedures and instructions, ensuring safe operation of plant and equipment, maintaining correct PPE, and reporting all hazards, incidents and near misses.

#### REPORTING

Reports to:	Program Manager
Leadership/Supervision:	Interns or Trainees
Internal Liaison:	All SCEC staff and volunteers
External Liaison:	Members of the public, hirers, business partners and Sunshine Coast Council staff.

#### DELEGATIONS

Records management responsibilities of this position as prescribed.

Financial Delegations:	Nil
Management of Contracts:	Nil

#### SELECTION CRITERIA

- Previous relevant experience in marketing support, with demonstrated communication and strong customer service skills in the provision of information in person, email, telephone and other standard business correspondence.
- Demonstrated experience using social media channels
- Strong time management skills and attention to detail, with the ability to resolve problems and follow tasks through to completion accurately and on time.
- Proficient computer skills in typing, data entry and preparing Word documents, PowerPoint presentations and excel spreadsheets. With demonstrated ability to learn other computer applications and systems as required.
- Demonstrated ability to work well with others in a team environment with a can-do commitment to achieving overall team objectives.
- Ability to work outside normal hours if required

**QUALIFICATIONS, LICENCES AND CERTIFICATES, ADDITIONAL REQUIREMENTS**

**Essential**

- Relevant Tertiary Qualification in Marketing, Graphic Design or Communications
- Experience working within a marketing or communication environment

**Desirable**

- Knowledge of the Performing Arts Industry
- Experience with Adobe Creative Suite or Canva
- Experience using WordPress and MailChimp
- Current 'C' class drivers licence

*Note: Training will be provided on the job but it is expected that employees take every opportunity to develop their own skills and abilities by attendance at training courses and additional appropriate study as opportunities arise.*

**POSITION ENQUIRIES**

**Enquiries in relation to this position should be directed to:**

Frances Johnstone, Program Manager  
The Events Centre Pty. Ltd.  
PO Box 5, Caloundra Q 4551  
Ph: (07) 5491 4240 or email: [frances@theeventscentre.com.au](mailto:frances@theeventscentre.com.au)

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I, ....., accept the Position Description as outlined above. I have been given an opportunity to ask questions about the contents and I understand the terms and conditions outlined in this document.

..... Date: ...../...../.....  
**Signature of Employee**

